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Press Release



HSBC Business Case Competition Builds Indonesian Youth Competence in Global Stage

Jakarta, 23 April 2016 – **HSBC Indonesia** in collaboration with **Putera Sampoerna Foundation (PSF)** is reaffirming its commitment to continue supporting the development of Indonesian youth by organizing the HSBC Business Case Competition. The annual prestigious competition which has been held for four times challenges students to comprehensively analyze a variety of real cases related to world-class companies in the business world, as well as bringing forward original ideas in a confident manner.

This year, as many as 13 leading universities vying for position as Indonesian Best Team that will represent Indonesia in the international HSBC Business Case competition to be held in Hong Kong in June 2016.

"Our commitment in education is basically to build and develop human resources that have the capacity to compete globally in the free market era," said **Nuni Sutyoko, Head of Corporate Sustainability at HSBC Indonesia**. "The competition will be complementary to the curriculum provided in colleges to allow students to formulate analytical business solutions. Through this competition they get a chance to interact directly with experts and experienced professionals, as well as dealing real issues in the business world. Thus, we are also supporting them to actualize their aspirations, especially in business."

The direct experience, according to Nuni, is useful in building global business insights among students while sharpening their business acumen and analytical skills which are believed to be especially critical when it comes to preparing them to enter the business world.

"Putera Sampoerna Foundation is proud to be a partner of HSBC in executing the 'HSBC Business Case Competition' education program," said **Ari Kunwidodo, Fundraising Director of Putera Sampoerna Foundation**. "We are confident that the competition will contribute to creating Indonesian human resources with global perspective that can compete in the international arena and will ultimately contribute to raising Indonesia's competitiveness level in the world"

The Free Market Era Challenges, Demand for Globally Competitive Human Resources, and the Relevance of HSBC Business Case Competition

The opening of the free market era in Southeast Asia called the ASEAN Economic Community (AEC) requires human resource quality that can compete with foreign workers, because the AEC not only opens the free flow of trade in goods and services, but also the market of professional workers that are needed to optimize the business performance in the region. For that reason, HSBC Business Case Competition has the relevance with the level of urgency facing the youth of Indonesia



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In addition, the competition is also relevant to the effort to anticipate demographic dividend in Indonesia that is expected in 2020-2030. Demographic dividend is seen as a blessing for Indonesia which is expected to become the 7th biggest economy in the world. However, such prediction could only turn into reality if the country is able to provide job opportunities for 70% of the productive population and prepare its human resources in timely manner to win the global competition.

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About HSBC in Indonesia

HSBC has been operating in Indonesia since 1884 and currently serves customers through 38 branches in six major cities. With the support of more than 3,000 employees, HSBC Indonesia has grown into a leading international bank in Indonesia that offers services such as Commercial Banking and Global Banking for Corporate and Institutional clients, Global Markets for the management of Treasury and Capital Markets and Retail Banking and Wealth Management.

For HSBC, sustainability means building our business for the long term by balancing social, environmental and economic considerations in the decisions we make. This enables us to help businesses thrive and contribute to the growth and resilience of communities. As part of our commitment to the community, we provide financial contributions to community projects globally and thousands of employees across the world to get involved by volunteering their time and sharing their skills. HSBC focus its community investments on Education and environmental programmes, as we believe that education is the key to prosperity, while investing in environmental programmes mitigate changing climate and pressure on critical natural resources affect global economic development.

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 HSBC Indonesia

About Putera Sampoerna Foundation

Putera Sampoerna Foundation (PSF) is the first social business institution in Indonesia which has a vision to create reliable future leaders in Indonesia, which is expected to be able to face global challenges, contribute to, and bring positive change to the community around them. PSF believes that the vision can be achieved by providing quality education for Indonesian students.

To maintain the sustainability of its social business, PSF acts as the organizer of social responsibility program (CSR operator) that has been trusted by more than 300 companies, organizations and associations in managing their CSR programs. PSF has obtained ISO 9001: 2008 certificate which is given to organizations with quality management system that meets international standards. PSF is periodically audited by an independent international auditor. PSF publishes the results of the audit in an annual report that can be accessed by the public through the official website of PSF. For more information, visit www.sampoernafoundation.org.

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